

Worksession

Agenda Item #	6
Meeting Date	March 3, 2008
Prepared By	Sara Anne Daines HCD Director
Approved By	Barbara B. Matthews City Manager

Discussion Item	Discussion of Crossroads Farmers Market Request for Funding
Background	<p>The Crossroads Farmers Market, located in the Takoma Langley Crossroads, was founded in June 2007 for the purpose of improving local residents' access to fresh, healthy food. In its first season, the market provided fresh fruits and vegetables from nearby farms, ethnic baked goods, and prepared foods to around 300 customers every Wednesday afternoon, from June through October.</p> <p>During its first year of operations, the market was financed in large part by the Kellogg Foundation and Project for Public Spaces. Grant funds were awarded for staffing costs, marketing and promotional expenses, and the establishment of a revolving micro enterprise loan program. Due to recent changes in the focus of the Kellogg Foundation's Board, these funds are no longer available.</p> <p>The City has received a request for funding for the second year of the market as organizers work to develop a stronger vendor and customer base. The Council will be given an opportunity to learn more about the market and the need for operational support for the 2008 season during its March 3 worksession.</p> <p>Attending the worksession on behalf of the market will be Mr. John Hyde and Ms. Michele Thornett.</p>
Policy	<p>"To support the efforts of community organizations to revitalize the commercial areas along University Boulevard (and) New Hampshire Avenue . . . possibly relying on a theme that reflects the international character of the area."</p> <p style="text-align: right;">Takoma Park Master Plan (Adopted December 2000)</p>
Fiscal Impact	The market has requested an operating subsidy of \$25,000 from the City of Takoma Park, which would be matched by the market on a dollar-for-dollar basis. If approved, the request would be prorated, with a portion of the funds drawn from the current budget (\$6,250) and the balance incorporated in the City's FY09 budget (\$18,750). A copy of the proposed budget is attached.
Attachments	Crossroads Market Proposal and Budget
Recommendation	To consider the update provided by the association and discuss its request
Special Consideration	None

From: Crossroads Farmers Market <crossroadsmarket@gmail.com>

Date: Nov 26, 2007 10:54 AM

Subject: Crossroads Farmers Market proposal

To: Sara Daines <sarad@takomagov.org>

Cc: John Hyde <johnchyde@yahoo.com>

Dear Sara,

On behalf of Takoma Park Farmers Market, Inc. and the Crossroads Farmers Market Advisory Committee, I would like to request financial support from the City of Takoma Park for the continued operation and development of the Crossroads Farmers Market in Takoma Park, MD. The following budget outlines the projected costs for the farmers market in 2008. The total amount of our request is \$25,000.

The Crossroads Farmers Market was founded in June 2007 to improve access to fresh, healthy food for the residents of the Crossroads neighborhood of Takoma Park. The market contributes to the overall well-being and economic vitality of the neighborhood, and provides a welcoming, public space for its diverse residents to build community.

In its first season, the Crossroads Farmers Market successfully provided fresh fruits and vegetables from nearby farms, ethnic baked goods and prepared foods, to around 300 customers every Wednesday afternoon, from June through October. People of many different ethnic backgrounds came to the market with their families and friends to shop for fresh food, listen to live music, participate in children's activities, and learn how to prepare healthy snacks with local produce available at the market. The Crossroads Farmers Market quickly became a community gathering place—a safe, outdoor space providing economic opportunities for local farmers and food entrepreneurs, and improving access to healthy food Crossroads residents and neighbors.

The Crossroads Farmers Markets was opened in 2007 with one year of seed funding from the Kellogg Foundation and Project for Public Spaces, but the fledgling market will require at least two more years of sponsorship until a stronger vendor and customer base is developed and the market becomes self-sustaining through vendor stall fees.

Other organizations that have expressed interest in financial sponsorship of the Crossroads Farmers Market for 2008 include Kaiser Permanente, the Wallace Genetic Foundation, Montgomery County Department of Health, and Takoma Park Farmers Market, Inc.

Thank you for your consideration of this request.

Sincerely,

Michele Thornett
Project Coordinator

**Crossroads Farmers Market
2008 Operations Budget**

Total Budget: \$50,000

Funding Request: \$25,000

Estimated Expenditures:

\$20,000 Personnel - Pre-season Setup, Promotions, Market Activities, Market Operations

Project Coordinator: \$7,500 (10hrs/week x \$15/hr x 50weeks)

Market Manager: \$12,500 (20hrs/week x \$15/hr x 40weeks)

\$25,000 Promotions/Activities Budget

Signage, Posters/postcards, Fliers, Door Hangers \$6,000

Opening Day Celebration \$2,500

Other Special Events \$3,000

Live Music Budget \$2,500

Cooking Demonstrations \$1,500

Coupons Budget \$500

Fresh Check Incentive Program WIC/Seniors/Food Stamp \$8,000

Other \$1,000

\$5,000 Rent for Market Site

\$50,000 Total Budget